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determining whether or not a menu key is input to display interactive program specific information including broadcasting program information;

determining which screen display mode is the current screen display mode if it is determined that said menu key is input; and

displaying an interactive menu element including an icon in a menu display area depending on the screen display mode, by automatically resizing said menu element in accordance with the size of the screen on which the menu is displayed.

11. (Three Times Amended) A method for displaying a menu of a TV comprising the steps of:

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setting a screen display mode to simultaneously display a plurality of screens on a TV;

setting one of the plurality of screens as an interactive menu display screen wherein a user may select program specific information from said menu, including broadcasting program information; and

displaying an interactive menu element showing said program specific information, including broadcasting program information on the menu display screen, by automatically resizing said menu element in accordance with the size of the screen on which the menu is displayed.

13. (Twice Amended) A method of displaying a menu in a TV screen, comprising the steps of:

determining whether a menu key is input by a user to display an interactive menu for program specific information including broadcasting program information on a TV screen;

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cancel.* determining which display mode is the current display mode if said menu key is input;

dividing said TV screen into two or more first sub-display screens or into a main-display screen and one or more second sub-display screens according to which mode is determined to be the current display mode;

setting one of said first or second sub-display screens as an interactive menu-display screen;

automatically resizing of one or more interactive icons of said menu in accordance with the size of the screen on which a menu is displayed, so as to be distinguishably recognized by said user when displayed on said menu-display screen; and

displaying the resized icons on said menu-display screen.

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cancel.* 15. (Amended) The method of claim 13, wherein the automatically resizing step includes the steps of obtaining a first ratio between a region on which the menu is to be displayed and a region in which the menu is occupied,

and reducing the size of the menu at a predetermined ratio if said first ratio is less than 100%.

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16. (Amended) The method of claim 13, wherein the automatically resizing step includes the step of expanding or reducing a size of a text portion being included in each of said icons.

17. (Amended) The method of claim 13, wherein the automatically resizing step includes the step of expanding or reducing a size of a graphical portion being included in each of said icons.

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Please add the following claims:

--18. (New) A method of displaying a menu in a TV screen, comprising the steps of:

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determining whether a menu key is input by a user to display an interactive menu for program specific information including broadcasting information on a TV screen;

determining which display mode is the current display mode if said menu key is input;

dividing said TV screen into two or more first sub-display screens or into a main-display screen and one or more second sub-display screens according to which mode is determined to be the current display mode;

setting one of said first or second sub-display screens as an interactive menu-display screen;

initially reducing a size of one or more interactive icons of the interactive menu to a predetermined size;

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cont'd* automatically resizing the interactive icons based on a ratio between the initially reduced icon size and a size of the menu-display screen; and

displaying the automatically resized icons on said menu-display screen.—

--19. (New) The method of claim 18, wherein said current display mode is any one of a double-window mode, a multi-window mode, and a Picture-in-Picture (PIP) mode.—

--20. (New) The method of claim 18, wherein said automatically resizing step includes the step of expanding or reducing a size of a text portion being included in each of said interactive icons.—

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--21. (New) The method of claim 18, wherein said automatically resizing step includes the step of expanding or reducing a size of a graphical portion being included in each of said interactive icons.--
